

## Application of yin 2009 models in Persian translation of English social movie title

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### Abstract

Translation Studies is the scholarly field that includes the theory, analysis, and application of translation. Audiovisual (AV) refers to electronic media that incorporates both auditory and visual elements, utilized in diverse formats such as presentations, films, and live performances. . According to Xuedong Shi (2014), foreignization translation strategies are currently the mainstream in translating film titles, but they should coexist with domestication for a long time. Translators must understand the characteristics of English film titles, consider factors like content and target audience psychology, and use basic methods like literal translation, free translation, and transliteration. Foreignization translation is practical, appropriate for different translations, and caters to audience preferences and cultural exchange. It increases commercial value and enhances cultural exchange between nations. The use of foreignization depends on the translation practice's needs, and the translations should reflect the values of English film titles. This research is descriptive and survey-type. At first, the titles of English family-genre films were extracted from the Digi Movies website, and then their Persian translations were extracted. Subsequently, the data was categorized and organized into numerical and percentage tables based on Yin's (2009) theoretical framework.

**Keywords:** Translation studies, audiovisual translation, subtitling

### 1.introduction

Translation Studies is the scholarly field that includes the theory, analysis, and application of translation. It examines translation as both interlingual transfer and intercultural communication, thereby categorizing it as an interdisciplinary that intersects with multiple fields, including comparative literature, cultural studies, gender studies, computer science, history, linguistics, philosophy, rhetoric, and semiotics. Translation Studies is occasionally linked to Interpreting, although they are distinct subjects.

Although Roman translators often discussed translation theory and practice, Translation Studies did not become a recognized academic discipline until the twentieth century. James S. Holmes' pivotal 1972 paper, "The Name and Nature of Translation Studies," provided the foundational structure for Translation Studies, promoting the emergence of a distinct discipline with a distinctive classification system.

Audiovisual (AV) refers to electronic media that incorporates both auditory and visual elements, utilized in diverse formats such as presentations, films, and live performances. Systems integrators deliver hardware, software, and services, amalgamating diverse AV devices within environments. Computer-based audiovisual technology is frequently utilized in educational settings.

## 2. Review of literature

According to Lu Yin (2009) Translation of film titles involves complex factors like content, audience psychology, and cultural factors. A good translation should be concise, striking, attracting, and meaningful, adhering to principles of faithfulness, cultural awareness, and combining commercial and aesthetic effects. Translators employ methods like ( transliteration, literal translation, and explication.) and discarding the original one (adaptation , providing a new title)

**1. Transliteration:** As English movies often have their settings, heroes' or heroines' names as titles, transliteration, i.e. borrowing the sound of the SL, can be employed when titles are place or personal names, especially when these names are familiar to the target audience.

**2. Literal translation :** By converting SL grammatical structures to their closest TL equivalents, a literal translation can preserve both. Maximum content and form of the original version. When a title matches the story of a movie.

**3. Explication:** To some titles, especially some allusive ones, whose literal translation cannot describe the story neatly and thus fails to provide information and attract the audience, more details have to be added to make them more explicit. Instead of being chosen randomly, these details should be based on the story and able to help polish the titles.

**4. Adaptation:** is to change the cultural references. Bearing in mind the principle of cultural awareness, the translator must first understand the cultural information within movie titles, and then exert himself to find proper Chinese equivalents, which can be understood, accepted and appreciated by the chinese audience easily.

**5. Providing a new title:** Certainly, there are titles to which the four techniques above are not applicable. Thus, the translator sometimes has to provide a new title for the movie and rely on his own intuition and taste to choose one good translation among all the story. (Yin, 2009, p.171, 172)

According to Golmakani & Amirinejad (2023) The research shows that literal translation is the most common method for translating TV series titles, with 36% being translated into Persian. Despite differences in sound systems, this technique is crucial for attracting audiences. The study aims to provide a comprehensive picture of Persian-translated TV series titles.

According to Yan(2023) The paper explores the factors affecting the translation of film titles, focusing on the polysystem theory. It finds that English film titles are concise, often using protagonist names and religious culture colors, while Chinese film titles use idioms or four words with artistic conception. Culture, political, and patron factors are the most influential factors in the translation of film titles, highlighting the importance of translation in attracting audiences.

According to Shi (2014) Foreignization translation strategies are currently the mainstream in translating film titles, but they should coexist with domestication for a long time. Translators must understand the characteristics of English film titles, consider factors like content and target audience psychology, and use basic methods like literal translation, free translation, and transliteration. Foreignization translation is practical, appropriate for different translations, and caters to audience preferences and cultural exchange. It increases commercial value and enhances cultural exchange between nations. The use of foreignization depends on the translation practice's needs, and the translations should reflect the values of English film titles.

According to Shokri (2014) The study investigates the translation of 64 movie titles from Persian to English using Vinay and Darbelnet's model. Results show literal translation is the most frequent strategy for translating Persian to English movie titles. This study is in line with previous studies on English to Persian and Chinese translations, but there is no previous research on Persian to English translation of movie titles.

### 3.Methodology

This research is descriptive and survey type. At first, the titles of English family genre films were extracted from the Digi Movies website, and then their Persian translations were extracted. Subsequently, the data was categorized and organized into numerical and percentage tables based on Yin's (2009) theoretical framework.

### 4,5. Result and discussion

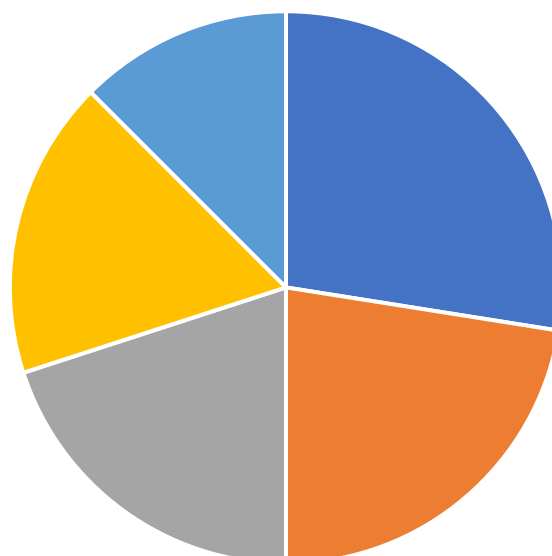
**Table1:** The number of strategies used to translate movie titles in the family genre

Theories	Transliteration	Literal Translation	Explication	Adaption	Providing a new title
Numbers	55	40	25	35	45

Table one indicates that the predominant approach for translating movie titles in the family genre is transliteration, accounting for 55 instances out of 200. The two predominant tactics employed by translators for translating family genre films are pronunciation-based translation, utilized 40 times, and modification, used 35 times; the least employed strategy is explanation, applied 25 times. Transcription example: SL: The Little Mermaid TL: دریایی کوچک  
 Example of literal translation: SL: My Sisters savior TL: نجات دهنده خواهرم  
 Example explanation: SL: Spirited TL: سفر جادویی  
 Example of adaptation: SL: Alice in Wonderland TL: آلیس در سرزمین عجایب  
 Example of presenting a new title: SL: Unsung Hero TL: قهرمان ناخوانده

**Chart1:** Frequency of strategies used to translate movie titles in the family genre

Theories	Transliteration	Providing a new title	Literal Translation	Adaption	Explication
Frequency	%27.5	%22.5	%20	%17.5	%12.5



■ Transliteration ■ Providing a new title ■ Literal Translation ■ Adaption ■ Explication

The predominant approach employed is transliteration, including 27.5%, while the least utilized strategy is explanation, at 12.5%. Additional tactics that may be employed include literal translation at 20%, alteration at 17.5%, and the provision of a new title at 22.5%.

## 5. Conclusion

An examination of other studies indicates that this research may bear some resemblance to Yin, , et al. (2024), as it centers on title translation. Nonetheless, the aforementioned article examined titles in accordance with Newmark's communicative and semantic translation theories, as well as Vinay and Darbelnet's methodology. Consequently, the outcomes vary depending on the framework employed. The objective of this study is to delineate the frequency of theories employed by translators without bias. Additional studies could analyze the various tactics employed by each translator. They might also examine the prevalence of each theory employed by translators of varying nationalities; the findings could indicate whether nationality affects translators' choices.

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